FOR IMMEDIATE RELEASE

SIMSI AND SAFE NIGHT LAUNCH STRATEGIC PARTNERSHIP TO ENHANCE SAFETY AND COMMUNITY ENGAGEMENT

May 22, 2023 – Simsi Inc and Safe Night LLC are pleased to announce a new strategic partnership aimed at helping communities work collaboratively to address complex issues. Simsi is the only source for Risk Terrain Modeling (RTM) software to diagnose crime patterns, prioritize places in need, and coordinate resources for prevention. RTM provides a place-based approach to crime prevention, giving people in high-crime areas the opportunity to become partners in problem-solving. Safe Night assists communities in developing multidisciplinary and collaborative programs focused on the co-production of safety among municipal agencies and community stakeholders using the innovative Proactive Alliance relationship-based model.

Dr. Joel Caplan, Chief Operating Officer of Simsi, said, "We have to think differently about crime prevention. Communities can be strengthened by data and analytics to inform effective and sustainable problem-solving that coordinates existing local resources for public safety programming. Safe Night does amazing work in line with this mindset. Together, we'll work to empower multiple local stakeholders in cities and towns across the U.S. with training, tools, and analytic information to do what they do best at the places needing them most."

Molly C. Mastoras, MA, LPC, President of Safe Night, said, "Our partnership with Simsi is very exciting. Our Proactive Alliance relationship-based approach dovetails with RTM place-based analysis, providing stakeholders with a clear path to engage with communities in a more purposeful and proactive way. Earning trust among community partners and stakeholders is an essential first step to launching successful initiatives, establishing ongoing community support, and working together to reduce harm and improve quality of life."

ABOUT SIMSI INC
Simsi is a startup out of Rutgers University focused on reinventing the way crime prevention and public safety are approached. Powered by Risk Terrain Modeling (RTM), our software shows how people interact at particular places and times to create contexts and opportunities for specific behaviors and outcomes, such as crime. To learn more, please visit www.simsi.com

ABOUT SAFE NIGHT LLC
Founded in 2018, Safe Night LLC is a consulting firm that provides solutions to increase trust, safety, and economic viability. Safe Night works with police departments, local and state enforcement agencies, economic development, business improvement districts, private businesses, community groups, and public/private partnerships to improve the safety and vibrancy of communities. To learn more, please visit www.safe-night.com

###